

**ABSTRACT OF THE DISCLOSURE**

A label assembly having multiple viewing areas and indicia portions is disclosed. A label is affixed to a non-opaque container, such as a glass or plastic bottle. The container contains an opaque substance, such as a consumable beverage.

5 In one embodiment, the label includes two vertically separated viewing areas through which indicia portions on the inward side of the label on the opposite side of the bottle can be viewed. Thus, as the beverage is consumed below a first level, the first indicia portion becomes viewable through the first viewing area. As the beverage is consumed below a second level, the second indicia portion becomes viewable through  
10 the second viewing area. The first indicia portion is optionally an inquiry or question, and the second indicia portion is optionally a response or answer which is logically related to the first indicia portion. Packages of such containers can be assembled having various configurations of categories of subject matter contained in the indicia portion pairs.

15